

CITY OF ALAMEDA

Memorandum

To: Honorable Mayor and
Members of the City Council

From: Lisa Goldman
Acting City Manager

Date: June 7, 2011

Re: Hold a Public Hearing and Adopt a Resolution Confirming the Business Improvement Area Report for FY11-12 and Levying an Annual Assessment on the Alameda Business Improvement Area of the City of Alameda for FY11-12

BACKGROUND

The Business Improvement Area (BIA) was established in 1989. Fees, based on sales volume, are collected within two Benefits Areas, "A" and "B," with "A" businesses paying slightly higher rates because of their proximity to the retail core. While the basic rate structure for retail and service business in both Benefit Areas has remained the same since inception, some fees do increase annually based on increases in the Consumer Price Index (CPI) for the San Francisco area. CPI increased fees include: the flat fee assessed non-retail, the fee paid by financial institutions, and the maximum charge in all categories. The City's Finance Department projects no significant BIA revenue increase this coming fiscal year after applying the CPI increase of 2.4 percent.

On May 17, 2011, the City Council received information on the proposed FY11-12 Business Improvement Area (BIA) assessments and activities (Exhibits 1, 2, and 3) and adopted a Resolution of Intention (Exhibit 4) to Levy an Annual Assessment on the Alameda Business Improvement Area for FY11-12.

DISCUSSION

In developing and adopting their proposed activities and budgets, the Park Street Business Association (PSBA) and the West Alameda Business Association (WABA) held meetings with affected parties, which were announced through business association invitations, newsletters, and/or personal contact. These efforts led to the approval of the PSBA and WABA BIA budgets by the members in attendance at these meetings.

Notice of the Public Hearing was advertised in a newspaper of general circulation seven days prior to the hearing. The public hearing will give affected parties a final opportunity to comment on the proposed assessment. During or following the public hearing, the

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City Council may order changes in the report, including changes in the proposed activities, boundaries or benefit areas. After the hearing, the City Council may adopt the Resolution confirming the report as originally filed or as changed. Adoption of the Resolution will constitute the levy of the assessment for FY11-12.

FINANCIAL IMPACT

BIA collection is done concurrently with the City's Business License. Revenues from the BIA directly benefit business owners in specified geographic and benefit zones through the promotion of business and similar eligible activities. The impact on the General Fund will be in the form of Finance Department staff costs to process BIA billings and expenditures. The funds for this activity are budgeted in the Finance Division/ Cash Management staff salaries account, line item number 2440-41100 in the General Fund.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

The renewal of the BIA for another year supports both the goals of the Economic Development Strategic Plan and the Downtown Vision through continued operation of the two business associations consistent with A.M.C. Sec. 6-7 et seq.

RECOMMENDATION

Hold a public hearing and adopt a Resolution confirming the Business Improvement Area Report for FY11-12, and levying an annual assessment on the Alameda Business Improvement Area of the City of Alameda for FY11-12.

Respectfully submitted,



Jennifer Ott
Deputy City Manager

By:



Sue G. Russell
Economic Development Coordinator

Approved as to funds and account,

A handwritten signature in dark ink, appearing to read "Fred Marsh", written over a horizontal line.

Fred Marsh
Controller

Exhibits:

1. PSBA letter and report
2. WABA report
3. Assessments
4. Resolution of Intention, adopted May 17, 2011

cc: Economic Development Commission
Park Street Business Association
West Alameda Business Association

Park Street Business Association

April 26, 2011

Sue Russell
Economic Development Coordinator
Economic Development Division
2263 Santa Clara Ave.
Alameda, CA 94501

Dear Ms. Russell:

As President of the Park Street Business Association, I am pleased to submit the attached BIA Report and accompanying 2011/2012 budget for our Association.

We do not anticipate any changes in the BIA for 2011/2012. We have provided a description of the activities PSBA is proposing for the upcoming year and the associated line item budget.

This proposed budget was approved by the PSBA Board of Directors in a phone poll conducted this week and will be confirmed at the May 25, 2011 meeting. Based on revenue received to date, we anticipate 11/12 BIA revenue of \$87,000 and a carryover of \$8,000 resulting from significantly increased 10/11 revenue, reduced maintenance costs, and cost containment by PSBA. This brings our 11/12 BIA budget to \$95,000.

We would be glad to answer any questions you have regarding the attached material.

Sincerely,



Debbie George
President
Park Street Business Association

PARK STREET BUSINESS ASSOCIATION

2447 Santa Clara Ave., #302, Alameda, CA 94501

PROPOSED ASSESSMENT FOR BUSINESS IMPROVEMENT AREA FISCAL YEAR 2011/2012

INTRODUCTION:

The Park Street Business Association (PSBA) is recommending a BIA budget of \$95,000 for the Park Street Business District for fiscal year 2011/2012. This recommendation is based on the estimate of the income derived from the BIA assessment in fiscal 10/11 as well as a carryover from the 10/11 budget. The formulas, budgets, and proposed activities are the result of monthly Board of Director and committee meetings between December, 2010, and April, 2011.

BUDGET:

The BIA is one of four sources of funding for the activities proposed in this report. The other three sources are funds raised by the Park Street Business Association through our special events, reimbursement from the Landscape and Lighting Budget for maintenance services provided, and reimbursement by the City of Alameda for promotions, advertising, and selected fixed costs such as rent. We will not receive funds from the Landscape & Lighting budget or the City grant in 2011/2012 due to outsourcing of maintenance services and the cutting of redevelopment funding at the state level. However, PSBA will continue its current activities, as well as implement new ones, that are in line with the National Main Street Four-Point plan for revitalizing Main Street Cities.

BOUNDARIES:

We are not proposing any changes this year.

ACTIVITIES:

Attached is a summary of the proposed activities for the fiscal year 2011/2012. These activities are designed to improve the pedestrian friendly look of the Park Street District, improve the vitality of the District in order to increase sales and sales tax revenues, promote members' businesses, attract new businesses to the District and increase the overall business atmosphere in the Park Street District. Several projects are continuations from the 2010/2011 fiscal year.

PARK STREET BUSINESS ASSOCIATION

2011/12 Membership Committee Work Plan Outline

1. **Conduct Meetings**
 - a. Mixers
 - b. Special Election Meeting (October)
 - c. Informational presentations at most of the meetings
 - d. Holiday Party
2. **Awards**
 - a. Continue current awards program (recognizing PSBA members and city staff)
3. **Welcome New Members**
 - a. Update New Member Packet
 - b. Recruit “greeters” from the Board and Committees to greet new members
 - c. Greet new members to the District with packets as they move into their business
4. **Newsletter**
 - a. Continue to email newsletter every month to everyone on email distribution list
 - b. Update mailing list

2011/12 Design Committee Work Plan Outline

1. **Design Guidelines**
 - a. Determine acceptable and not acceptable design criteria
 - b. Write Guidelines
 - c. Submit to PSBA Board for Approval
 - d. Work with City Staff to have new ordinances presented to City Council
2. **Streetscape Phase II**
 - a. Work with City staff to ensure the implementation of Phase II
 - b. Implement Phase II in the summer of 2011
3. **Sign Ordinance**
 - a. Work with City Staff to ensure enforcement
4. **Promote Façade Grant Program**
 - a. Newsletter articles
 - b. Outreach by Committee

PARK STREET BUSINESS ASSOCIATION

2011/12 Econ-Revi Committee Work Plan Outline

1. **Assist with Business Recruitment**
 - a. Identify empty storefronts
 - b. Work with City Staff and contract staff to promote the District as a positive business destination
2. **Ordinances**
 - a. Vacant Buildings – begin discussions with City Staff to beef up ordinance
 - b. With City Staff discuss updating the District's sign ordinance.
3. **Maintenance**

Continue current level of service – 7 days a week – with private vendor

2011/12 Promotions Committee Work Plan Outline

1. **Continue Special Events**
 - a. Spring Festival (mother's day weekend)
 - b. Art & Wine Faire (last weekend of July)
 - c. Classic Car Show (2nd Saturday in October)
2. **Promotions**
 - a. Shopping Guide produced once a year
 - b. Continue to upgrade and update our Web Site
3. **Print Advertising**
 - a. Continue Alameda/Oakland Magazines campaign
 - b. Place ads in Book of Savings for events and holiday ads
4. **Cable Advertising**
 - a. Continue ads for special events
 - b. Work with Comcast to establish a sponsorship agreement

METHOD AND BASIS OF LEVYING ASSESSMENT

Budget: See Exhibit A

CONCLUSION

PSBA would like to thank the Alameda City Council, City Attorney, Economic Development, Public Works and Finance Departments for their assistance in implementing the BIA. The increased participation from the business community and the continued quality of projects has shown the BIA is a valuable tool in our continuing efforts to revitalize the Park Street Historic Business District.

Exhibit A

Park Street Business Association

2011/2012 BIA Budget

INCOME:	<u>BIA</u>
BIA Payments	\$87,000
Carryover	<u>\$8,000</u>
Total	\$95,000

EXPENSES:	<u>BIA</u>
Promotions Committee	\$36,100

<u>General and Administration:</u>	<u>BIA</u>
Executive Assistant Salary	\$32,000
Liability/D&O Insurance	\$3,800
Postage	\$300
Supplies	\$1,600
Rent	\$12,600
Utilities	\$1,600
Audit/Accounting	<u>\$7,000</u>
G & A Sub Total	<u>\$58,900</u>
Budget Grand Totals	\$95,000



April 27, 2011

Sue Russell
Economic Development Coordinator
Economic Development Division
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

Dear Sue,

Please accept the attached BIA report and accompanying 2011/2012 budget for the West Alameda Business Association (WABA).

We do not expect any changes in the BIA for 2011/2012, and have provided a description of the activities WABA is committed to for the upcoming year and the proposed line item budget.

This budget was approved by the WABA Executive Board in a telephone poll and will be confirmed by the entire board at the May 18 board meeting.

Based on the revenue received to date we anticipate 2011/2012 revenue to be \$36,000, with no carry over, therefore the budget is \$36,000.

Please contact us with any questions you may have regarding this material.

Thanks so much,

Judi Friedman

Judi Friedman
Director of Operations

Attachments

**City Council
Exhibit 2 to
Agenda Item #6-B**

WEST ALAMEDA BUSINESS ASSOCIATION

PO Box 215, Alameda, CA 94501
(510) 523-5955 west_alameda@yahoo.com
www.WestAlamedaBusiness.com

PROPOSED ASSESSMENT FOR THE WEST ALAMEDA BUSINESS IMPROVEMENT AREA FISCAL YEAR JULY 1, 2011 - JUNE 30, 2012

INTRODUCTION

The West Alameda Business Association (WABA) is recommending the following assessment for the Webster Street Business District for fiscal year (FY) 2011-2012. The formulas, budgets and proposed activities are the result of various Board and Committee meetings. The Business Improvement Area (BIA) Budget was approved by telephone poll of the Board and will be formally confirmed at the Board's May 18, 2011 meeting.

PROPOSED CHANGES

WABA is not recommending any changes to the Business Improvement Area.

ACTIVITIES

The following is a summary of proposed activities for the fiscal year 2011-2012. These activities have been discussed at various Board and committee meetings. WABA's mission is to use these activities to increase the vitality of Webster Street and West Alameda and preserve Webster Street's historic character. We seek to generate more foot traffic, increase sales and sales tax, promote members' businesses and increase the public goodwill and atmosphere in West Alameda.

The BIA is the source of funding for these activities. WABA will continue its current activities and implement others that follow the Main Street Four-Point Approach established by the National Trust for Historic Preservation.

It is estimated that there will be no carry forward from the 2010-2011 budget.

The estimated BIA revenue for 2011-2012 is \$36,000.

The following are activities proposed for 2011-2012. Several projects are continuations from previous fiscal years.

ECONOMIC RESTRUCTURING

- Facilitate development of high-potential properties
- Work with the City to attract appropriate businesses
- Monitor the impact of new and reuse projects in West Alameda
- Determine the potential for eco-tourism as a West Alameda business opportunity
- Investigate sources of entertainment as a business opportunity for West Alameda
- Work with the City and others to implement the Strategic Economic Development Plan, including parking plan, catalyst project and business attraction strategies
- Continue business retention activities

DESIGN

- Identify projects for facade improvements
- Develop beautification program
- Continue helping members with the Façade Assistance Program
- Build broad-based community support for ongoing projects
- Work with City to implement recent changes to sign ordinance
- Fulfill public art requirements
- Work with the City in accomplishing Phase II of the Webster Renaissance Project

SPECIAL EVENTS

- Participate in July 4th event
- Produce advertising for the Association and businesses
- Produce year-round Farmers' Markets on Tuesdays and Saturdays.
- Produce 13th Annual Concerts at the Cove on the second Fridays of June and July
- Produce annual Halloween event
- Produce 10th annual Jam Festival
- Produce holiday bazaar and visit from Santa

PUBLIC RELATIONS

- Generate increased favorable publicity about West Alameda
- Maintain contacts with key media representatives
- Update and distribute marketing literature promoting West Alameda businesses
- Continue implementing strategic marketing plan, including branding strategy, website, weekly columns and calendar of events, cooperative advertising program and business attraction strategy

ORGANIZATION

- Manage the administrative activities of the organization
- Expand community and business participation with WABA
- Organize and host business and community events for members
- Conduct annual self-evaluation of Board members and staff
- Recruit members from outside the BIA and among residents
- Distribute information door-to-door
- Involve important neighbors e. g. College of Alameda, Marina Village, Alameda Point in WABA's activities
- Implement enhanced volunteer program, including recruitment, volunteer appreciation activities and training
- Continue to implement an enhanced maintenance program, through special clean-up events and through collaboration with City maintenance staff in resolving issues such as illegal dumping , littering and other public health hazards

METHOD & BASIS OF LEVYING ASSESSMENT

Budget, see Attachment A

Assessment, see Exhibit 3

CONCLUSION

WABA would like to thank the Alameda City Council, City Attorney, Development Services, Public Works, Planning and Finance Departments for their assistance in implementing the BIA. Please visit the WABA website, www.westalamedabusiness.com, to see the many ways WABA promotes the West End. The BIA is a valuable tool in our continuing efforts to revitalize West Alameda's historic business district.

Exhibit A**West Alameda Business Association
BIA Budget 11-12**

INCOME		
BIA Projection	36,000	
Accumulated Carryover	0	
Total Income	36,000	
EXPENSES		
PERSONNEL SERVICES		0
MEMBERSHIP SERVICES		
Supplies	2,500	
Printing	4,000	
Postage	1,000	
Newsletter/website/marketing	11,000	
Committees	1,000	
Subtotal		19,500
INDIRECT/OVERHEAD		
Accounting/Audit	3,000	
Utilities	5,000	
Insurance	7,000	
Contingency	1,500	
Subtotal		16,500
GRAND TOTAL		36,000

**ALAMEDA BUSINESS IMPROVEMENT AREA - NON-RETAIL
FISCAL YEAR 2011-12**

Professionals and independent contractors who primarily go out into the public to sell to clients and/or do not operate retail stores.

Accountant	
Advertising	
Ambulance	AREA A = \$ 134.00
Answering service	
Architect	AREA B = \$ 87.00
Attorney	
Building maintenance	
Business services	
Construction	
Consultants	
Contractors	
Counselor	
Credit Unions with restricted membership	

Decorator		
Electrician		
Employment		
Engineer		
Gardener		
Graphic arts		
Handyman		
Health/Medical professions		
Importers		
Insurance		
Landscape		
Mail order		
Manufacturer		
Manufacturer's/sales reps		
Mortuary		
Newspaper publishing		
Nursing facility		
Painters		
Pest control		
Plumber		
Property management		
Real estate		
School/Instruction		
Security		
Stockbrokers		
Tax consultants		
Travel		
Veterinary		
Wholesalers		
Misc. professional/office		

PRO-RATED FEES

		A	B
		<u>\$134.00</u>	<u>\$ 87.00</u>
	JULY	134.00	87.00
	AUG	123.00	80.00
	SEPT	112.00	72.00
	OCT	100.00	65.00
	NOV	90.00	58.00
	DEC	78.00	51.00
	JAN	67.00	43.00
	FEB	56.00	36.00
	MAR	45.00	29.00
	APR	33.00	25.00
	MAY	25.00	25.00
	JUNE	25.00	25.00

**City Council
Exhibit 3 to
Agenda Item #6-B
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**ALAMEDA BUSINESS IMPROVEMENT AREA - RETAIL SERVICE
FISCAL YEAR 2011-12**

Businesses that operate a store where people go to purchase a service.

Alarm and fire extinguisher service

Appliance service

Athletic/Health Club

Auto glass

Auto upholstery

Auto wash/parking

Auto repair

Barber

Beauty

Cleaners

Electronics service

Furniture repair

Hotel/motel

Keys/Locksmith

Laundromat/laundry

Marine service

Pet services

Photography studio

Printing

Shoe service

Storage

Tailor

Tattoo

Upholstery

AREA A = .40/1,000 GR

MINIMUM = \$ 134.00

MAXIMUM = \$1,763.00

AREA B = .20/1,000 GR

MINIMUM = \$ 87.00

MAXIMUM = \$866.00

PRO-RATED MINIMUM FEES

	A	B
	<u>\$134.00</u>	<u>\$87.00</u>
JULY	134.00	87.00
AUG	123.00	80.00
SEPT	112.00	72.00
OCT	100.00	65.00
NOV	90.00	58.00
DEC	78.00	51.00
JAN	67.00	43.00
FEB	56.00	36.00
MAR	45.00	29.00
APR	33.00	25.00
MAY	25.00	25.00
JUNE	25.00	25.00

**ALAMEDA BUSINESS IMPROVEMENT AREA - RETAIL GOODS
FISCAL YEAR 2011-12**

Businesses that operate a store where people go to purchase a product.

Alcoholic
Amusement
Antiques
Appliances sales
Art
Auto dealer
Auto stereo
Auto supply
Bakery
Bar
Bicycles
Books
Clothing
Coin
Computer sales
Drug/variety
Electronics sales
Fishing
Floor coverings
Florist
Food
Furnishings
Furniture
Gasoline stations
Gift
Hardware
Hobby
Jewelry
Magazines/newspaper sales
Marine sales
Market
Medical supplies
Music
Nursery
Office supplies/equipment
Optical supplies
Pet supply
Product rentals
Restaurant
Shoe sales
Sporting goods
Thrift/used merchandise
Theater/club

AREA A = .40/1,000 GR
MINIMUM = \$ 264.00
MAXIMUM = \$1,763.00

AREA B = .20/1,000 GR
MINIMUM = \$ 134.00
MAXIMUM = \$ 886.00

PRO-RATED MINIMUM FEES

	A	B
	<u>\$264.00</u>	<u>\$134.00</u>
JULY	264.00	134.00
AUG	242.00	123.00
SEPT	220.00	112.00
OCT	198.00	100.00
NOV	176.00	90.00
DEC	154.00	78.00
JAN	132.00	67.00
FEB	110.00	56.00
MAR	88.00	45.00
APR	66.00	33.00
MAY	44.00	25.00
JUNE	25.00	25.00

Video
Other retail goods

**ALAMEDA BUSINESS IMPROVEMENT AREA
FINANCIAL INSTITUTIONS/UTILITIES
FISCAL YEAR 2011-12**

Banks
Savings and Loans
Credit Unions operating to the general public
Utilities

AREA A & B = \$ 886.00

CITY OF ALAMEDA RESOLUTION NO _____

RESOLUTION OF INTENTION TO LEVY AN ANNUAL ASSESSMENT ON THE ALAMEDA BUSINESS IMPROVEMENT AREA OF THE CITY OF ALAMEDA FOR FY11-12 AND SET A PUBLIC HEARING FOR JUNE 7, 2011

WHEREAS, Section 6-7 of Article II of Chapter VI of the Alameda Municipal Code establishes the Alameda Business Improvement Area of the City of Alameda (hereinafter "Area"); and

WHEREAS, the Area comprises all of the Park Street Business Area, included by reference on the map and list of inclusive addresses included in this Resolution as Exhibit A and C, respectively; and all of the Webster Street Business Area included by reference on the map and list of inclusive addresses included in this Resolution as Exhibit B and C, respectively; and

WHEREAS, the improvements and activities authorized by the Ordinance include the general promotion of business activities in the Area, the promotion of the public events which are to take place on or in public places in the Area, the decoration of any public place in the Area, the furnishing of music in any public place in the Area, and the acquisition, construction or maintenance of parking facilities for the benefit of the Area; and

WHEREAS, agreements between the City of Alameda (hereinafter "City") and the Park Street Business Association (hereinafter "PSBA") and the West Alameda Business Association (hereinafter "WABA") designated PSBA and WABA to administer Business Improvement Area (hereinafter "BIA") funds for their respective geographic zones of the BIA; and

WHEREAS, PSBA and WABA have filed reports with the City Clerk describing the surplus or deficit revenues to be carried over from FY10-11 and describing the improvements and activities, estimated costs and methods and basis for levying the assessment for FY11-12.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Alameda that PSBA and WABA are hereby designated as the BIA Advisory Body for FY11-12; and

BE IT FURTHER RESOLVED that the City Council hereby sets a public hearing to consider the annual assessment for the Area and to consider any modification of benefit areas or change in boundary for June 1, 2010, at which time written or oral protests may be made; and

BE IT FURTHER RESOLVED that the City Clerk is hereby directed to

City Council
Exhibit 4 to
Agenda Item #6-B
06-07-11

Approved as to Form

City Attorney

advertise said public hearing by causing this Resolution of Intention to be published once in a newspaper of general circulation in the City not less than seven days before the public hearing.

* * * * *

I, the undersigned, hereby certify that the foregoing Resolution was duly and regularly adopted and passed by the Council of the City of Alameda in a regular meeting assembled on the 6th day of April, 2011, by the following vote to wit:

AYES

NOES:

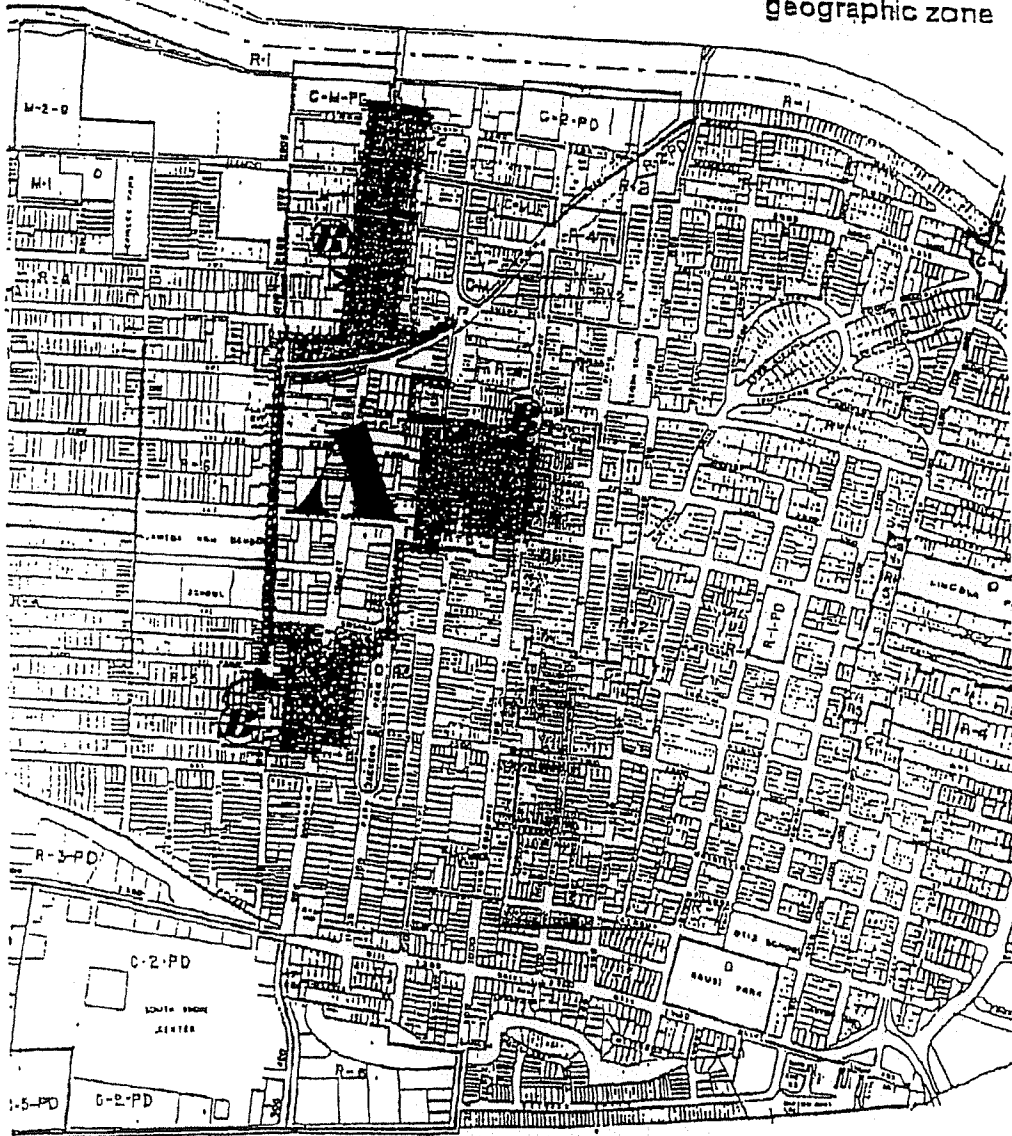
ABSENT:

ABSTENTIONS:

IN WITNESS, WHEREOF, I have hereunto set my hand and affixed the seal of said City this 7th day of April, 2011.

Lara Weisiger, City Clerk
City of Alameda

EXHIBIT A:
Park Street
geographic zone



PARK STREET COMMERCIAL AREA

- A: Benefit Area A
- B: Benefit Area B

EXHIBIT B:
Webster Street
geographic zone

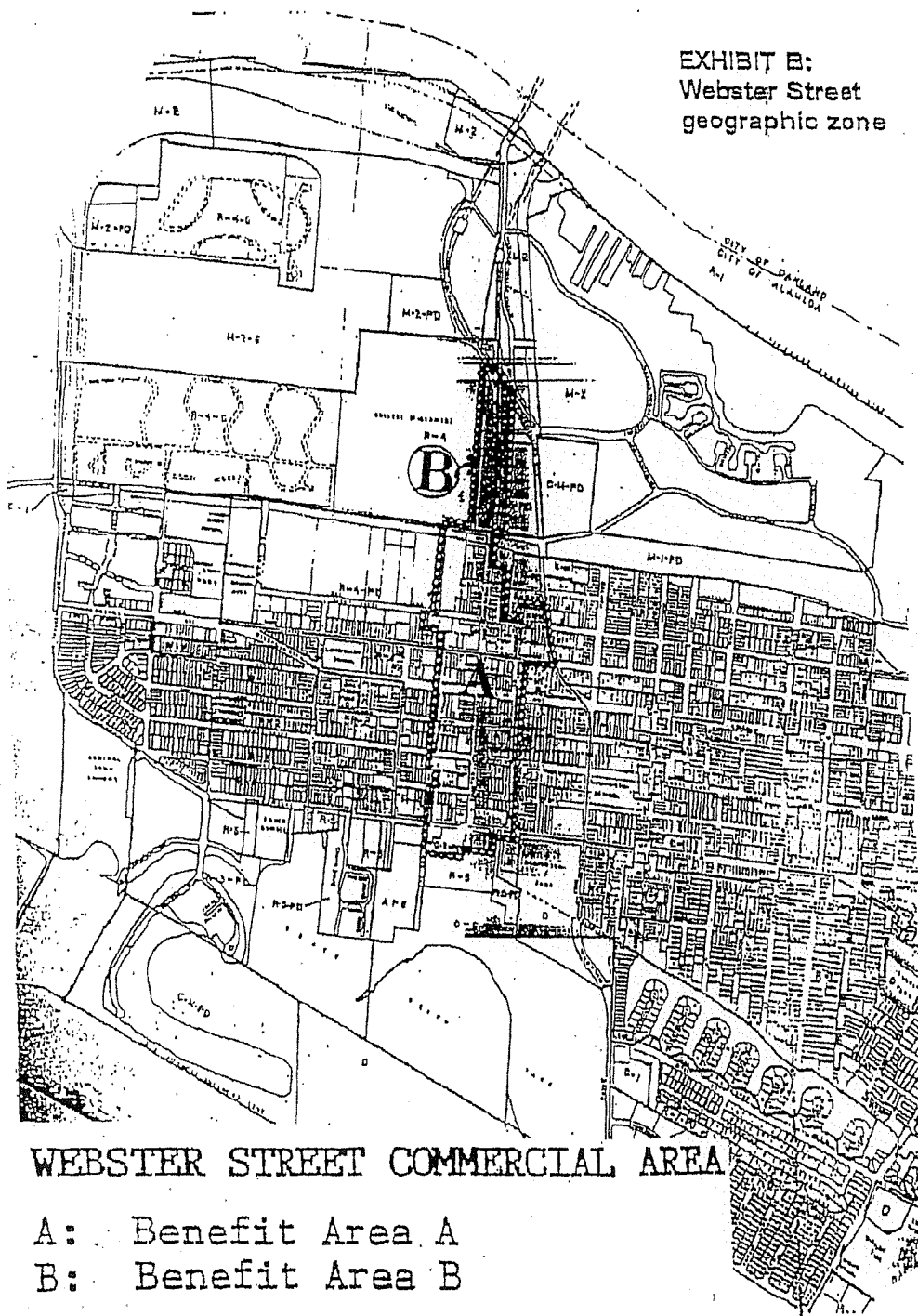


EXHIBIT C

LIST OF ADDRESSES WITHIN BIA BOUNDARIES

Combined List of Benefit Area "A" and "B" Zones:		Geographic Area:
Alameda Ave.	2300-2399 odd/even	Park St.
Broadway	1400-1590 odd only	Park St.
Buena Vista Ave.	616-750 odd/even	Webster St.
Central Ave.	630-760 odd/even	Webster St.
	2300-2499 odd/even	Park St.
	2501, 2521	Park St.
Eagle Ave.	633-707 odd/even	Webster St.
Encinal Ave.	2300-2499 odd/even	Park St.
Everett St.	1400-1519 odd/even	Park St.
Haight St.	629-728 odd/even	Webster St.
Lincoln Ave.	627-726 odd/even	Webster St.
	2267-2499 odd/even	Park St.
Oak St.	1300-1599 even only	Park St.
Pacific Ave.	626-730 odd/even	Webster St.
Park Ave.	1300-1399 odd only	Park St.
	1400-1499 odd/even	Park St.
Park St.	1125, 1198, 1200-1999 odd/even	Park St.
San Antonio Ave.	2312-2399 odd/even	Park St.
Santa Clara Ave.	700-720 odd/even	Webster St.
	2300-2599 odd/even	Park St.
Taylor Ave.	634-725 odd/even	Webster St.
Times Wy.	2300-2399 odd/even	Park St.
Webb Ave.	2400-2499 odd/even	Park St.

Webster St.

1345-1999 odd/even

Webster St.

Memo: Benefit Area "B" Zone Only

Broadway

1400-1509 odd only

Park St.

Everett St.

1400-1519 odd/even

Park St.

Park St.

1125, 1198, 1200-1251
odd/even, 1600-1999

Park St.

Santa Clara Ave.

2500-2599 odd/even

Park St.

Lincoln Ave.

2267-2499 odd/even

Park St.

Central Ave.

2431, 2433, 2440, 2501, 2521

Park St.

CITY OF ALAMEDA RESOLUTION NO. _____

CONFIRMING THE BUSINESS IMPROVEMENT AREA REPORT FOR
FY11-12 AND LEVYING AN ANNUAL ASSESSMENT ON THE
ALAMEDA BUSINESS IMPROVEMENT AREA OF THE CITY OF
ALAMEDA FOR FY11-12

Approved as to Form

City Attorney

WHEREAS, Section 6-7 of Article II of Chapter VI of the Alameda Municipal Code establishes the Alameda Business Improvement Area of the City of Alameda (hereinafter Area); and

WHEREAS, the City Council of the City of Alameda desires to continue said Area in FY11-12 for the purpose set forth in Section 6-7.3 of the Alameda Municipal Code; and

WHEREAS, a report has been filed with the City Clerk describing the surplus or deficit revenues to be carried over from FY10-11 and describing the improvements and activities, estimated costs and methods and basis for levying the assessment for FY11-12; and

WHEREAS, the City Council at its regular meeting of May 17, 2011 adopted a Resolution of Intention to Levy an Annual Assessment on the Alameda Business Improvement Area of the City of Alameda for FY10-11 and to set a public hearing for such action; and

WHEREAS, a duly noticed public hearing regarding each action was held by the City Council on June 7, 2011.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Alameda that the BIA report for FY11-12 with any modifications as directed by the Council following closure of the Public Hearing, is hereby confirmed.

BE IT FURTHER RESOLVED by the City Council of the City of Alameda that an assessment for the Business Improvement Area of the City of Alameda for FY11-12 is hereby levied.

* * * * *

Resolution #6-B CC
06-07-11

I, the undersigned, hereby certify that the foregoing Resolution was duly and regularly adopted and passed by the Council of the City of Alameda in a regular meeting assembled on the 7th day of June, 2011, by the following vote to wit:

AYES

NOES:

ABSENT:

ABSTENTIONS:

IN WITNESS, WHEREOF, I have hereunto set my hand and affixed the seal of said City this 8th day of June, 2011.

Lara Weisiger, City Clerk
City of Alameda